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Respectfully submitted,

By: Thomas L. Evans, PTO Reg. No. 35,805  
BANNER AND WITCOFF, LTD.Atty. Docket No.  
003797.00014PATENT

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent of:

Jeffrey ALGER ET AL.

U.S. Pat. App. No.: 09/859,565

Filing Date: May 16, 2001

For: MERCHANT BRANDED SOFTWARE

Examiner: V. Naresh

Group Art Unit: 3629

AMENDMENTCommissioner for Patents  
P.O. Box 1450,  
Alexandria, Virginia 22313-1450

Sir:

In response to the Office Action of March 10, 2005, please amend this application as follows:

There are no amendments to the **Specification**.

Amendments to the **Claims** are reflected in the Listing of Claims, which begins on page 2 of this paper.

There are no amendments to the **Drawings**.The **Remarks** begin on page 10 of this paper.